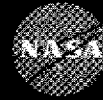


National Aeronautics and Space Administration



IT Research Services: Powerful Tools to Track a Fast Moving Industry



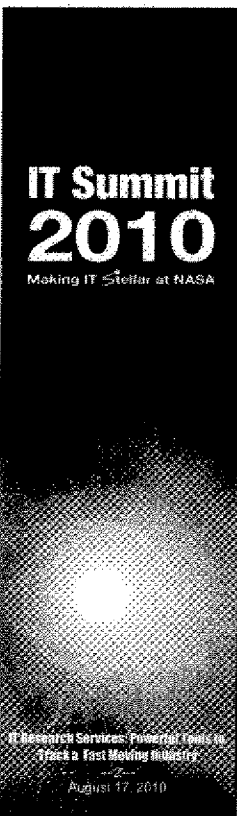
Paul Hunter, CTO

Goddard Space Flight Center

August 17, 2010

**IT Summit
2010**

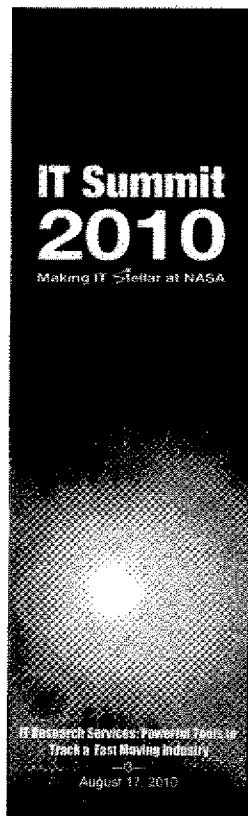
Making IT Stellar at NASA



IT Research Services: Powerful Tools to
Track a Fast Moving Industry
August 17, 2010

Overview

- Motivation: Why is this needed?
- Ground rules
- What do I mean by a "Research Service"?
- Five (Six, Seven) Examples
- Recommendations

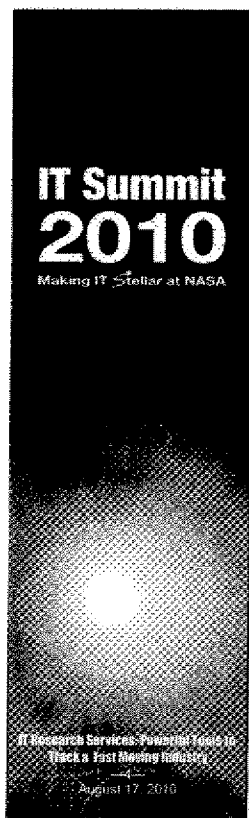


Motivation

Because

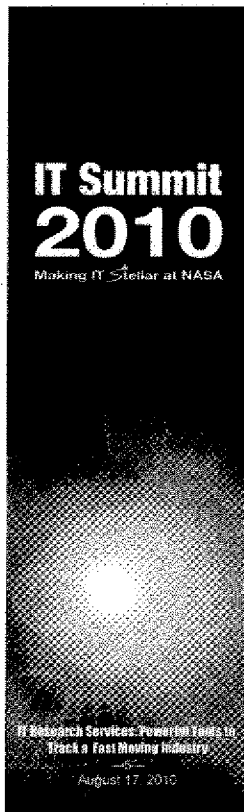
- IT moves very fast,
- IT is BIG,
- IT is everywhere,
- And its all Connected!,

So, it really helps to have objective and timely advice with something this complicated and quickly changing.



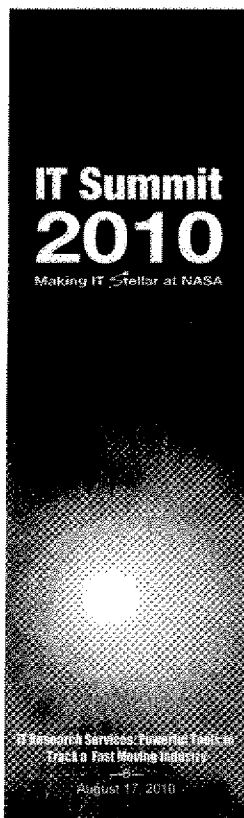
Ground rules

- No talk of cost (\$) today
- Accent on the positive
- Each individual research service covers a lot of ground and I can only touch on major areas in 30 minutes.
- Please hold your questions for the Q&A
- Contact information and URL's are found at the end of the presentation



What do I mean by “Research Service”

- Has a wide range of relevant and objective written reports, usually on a portal
- Has webinars on timely topics (usually)
- Probably has in-person events and conferences
- Often provides direct access to “Analysts” (SME)
- Can provide role-based research and guidance
- Can provide peer networking opportunities
- May offer Executive Level one-on-one guidance
- Usually has an affiliated consulting arm

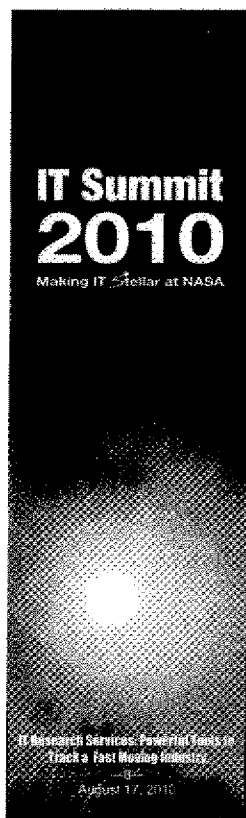
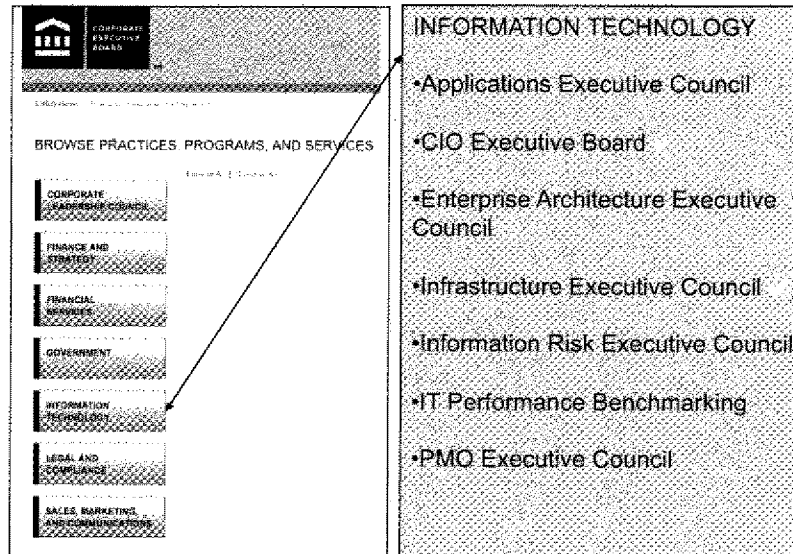


General Observations

- Research services change and evolve over time, sometimes suddenly, in their focus, topics, formats, service model, etc. You have to check in often.
- Some offer products that you can customize to your environment, others not so much.
- You’ll find a variation in customer management practices (e.g., when and how they share information) ... can sometimes be annoying.




Corporate Executive Board “Practices”



CIO Executive Board™

- Coverage:
 - » Best practices research, proprietary quantitative research, and an executive meeting series
 - » Cross-functional perspectives on IT (HR, CFO, ...)
 - » Tools and templates for benchmarking or diagnosing and solving problems
- What we've used most:
 - » Best practices for IT Governance (e.g., balanced scorecard), Communications Planning, ...
- Recommended to:
 - » CIO's, senior IT leadership, anyone looking for real-world best practices, & employee training
- *Take-away: Based on contributed best practices & available now to NASA employees*



CIO Executive Board

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IT 2

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YOUR SERVICES

TOOLS LIBRARY

EXECUTIVE SUMMARY LIBRARY

CIO INSIGHTS

RESEARCH SERVICES

Browse All Upcoming Events and Webinars

The Looming Municipal Financial Crisis II: What Cities Can Do To Improve Budget Situations

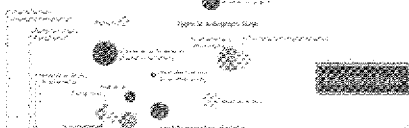
Webinars

30-Jun-2010

Flexible Strategic Planning

Getting past the hype

The real potential of enterprise 2.0 technologies



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ASK A QUESTION
DISCUSSIONS
Search discussions

- IT Sourcing Professionals Forum
- IT Strategy and Planning Forum
- IT Finance Management Forum

USING THE BOARD

- Engagements for Your Critical Initiatives
- Overview of Services
- 2010 Research Agenda
- New to the CIO Executive Board?
- Add CIO to Your Toolbar
- RSS Feeds

Newest Resources

Desktop Insights - Top Performer Strategies (White Paper)

Social Computing and Communications Adoption Curve (Tool)

A Handbook for Effective IT Strategic Planning: Embedding Context and Creativity in Strategy Development (Full Study)

A Handbook for Effective IT Strategic Planning: Cascading Strategy for Execution (Full Study)

What We're Working On: Streamlining the IT-Business Interface (Research Update)

Featured Resources

The Future of Corporate IT (Resource Hub)

2011 Budget Benchmarking Now Open (Survey)

Rethinking the IT Funding Model (Full Study)

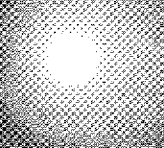
Business Insights for IT (Topic Center)

IT Strategic Planning (Topic Center)

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2010

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IT Research Services: Powerful Tools to Track a Fast Moving Industry

August 17, 2010

Infrastructure Executive Council®

- Coverage: 2010 Research Agenda
 - » Driving productivity gains from end-user technologies
 - » Evolving traditional service models to integrate IT and business services
 - » Establishing a foundation for Cloud Computing
- What we've used most: Best practices in IT Service Management and technology projections.
- Recommended to: CTO's, I&O Leaders, Technology planners/strategists
- *Take-away: Based on contributed best practices & available now to NASA employees*

ITIL Infrastructure Executive Council

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Service Management Teleconference Series
Join our new series of events on major advances in infrastructure service management

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ASK A QUESTION
Discussions
Go to discussions forum

Collaboration Technology Specialists Forum
Data Center Managers Forum
Desktop and Helpdesk Managers Forum
Network and Telecom Managers Forum
IT Service Managers Forum
Server and Storage Managers Forum

Using the Council
Engagements for Your Critical Initiatives
Overview of Services
2010 Research Agenda
New to the Council?

Newest Resources
Service Portfolio Management – ITIL v3 Primer Document (Research Brief)
Demand Management – ITIL v3 Primer Document (Research Brief)
Financial Management – ITIL v3 Primer Document (Research Brief)
Desktop Insights – Top Performer Strategies (White Paper)
Social Computing and Communications Adoption Curve (Tool)

Featured Resources
The Future of Corporate IT (Resource Hub)
Service Management Webinar Series
Interactive Emerging Strategies Roadtrack (Tool)
ITIL v3 Implementation Resources (Topic Center)

Top Ten Downloads
1. Metrics: The Ideal IT Infrastructure Framework
5. Interactive Multi-Component Framework

IT Research Track
Upcoming Events
Proactive Problem Management

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Forrester Research, Inc.

- Coverage: Role-based access to services and info covering a wide spectrum of 'IT' including:
 - » Research reports
 - » Webinars/telecons
 - » Analysts inquiries
 - » Events (Conferences, seminars, local meetings, ...)
 - » Peer 'Leadership Boards' for CIO, EA, PM, etc.
- What we've used most:
 - » Social media models and research
 - » Technology forecasts
- Recommended to; CIOs, Business Unit Leaders who 'get' IT, IT Leaders (CTO, CISO, CEA, ..., & person headed for leadership)
- Take-away: *Broad coverage and can be a good fit in certain areas.*

Gartner, Inc.

- Coverage: Role-based access to services and info covering a wide spectrum of 'IT' including:
 - » Research reports
 - » Webinars/telecons
 - » Analysts inquiries
 - » Events (Conferences, seminars, local meetings, ...)
 - » Peer 'Best Practices Councils' for CIO, EA, PM, etc.
- What we've used most: Wide range of research, webinars, local events, conferences, analyst telecons, & site visits.
- Recommended to: CIOs, Business Unit Leaders who 'get' IT, IT Leaders (CTO, CISO, CEA, ..., & person headed for leadership)
- Take-away: *Broadest coverage and most services and products.*

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PREDICTS 2010
Revised Expectations for IT Demand, Supply and Oversight
Read the Special Report

Research
Windows 7: What's New and How to Get the Most Out of It
Facebook Wins: Slurpish in Ongoing Privacy Battle
The Latest Gartner Research

Special Reports
Windows 7
Partners: Build Strategy
Consult: Build Computing
View All Special Reports

Gartner Blogs
Gartner Blog Network
View All Blogs

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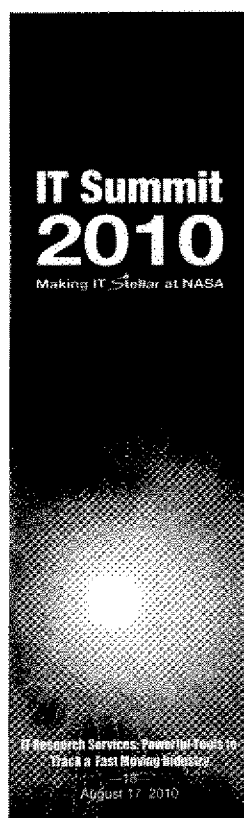
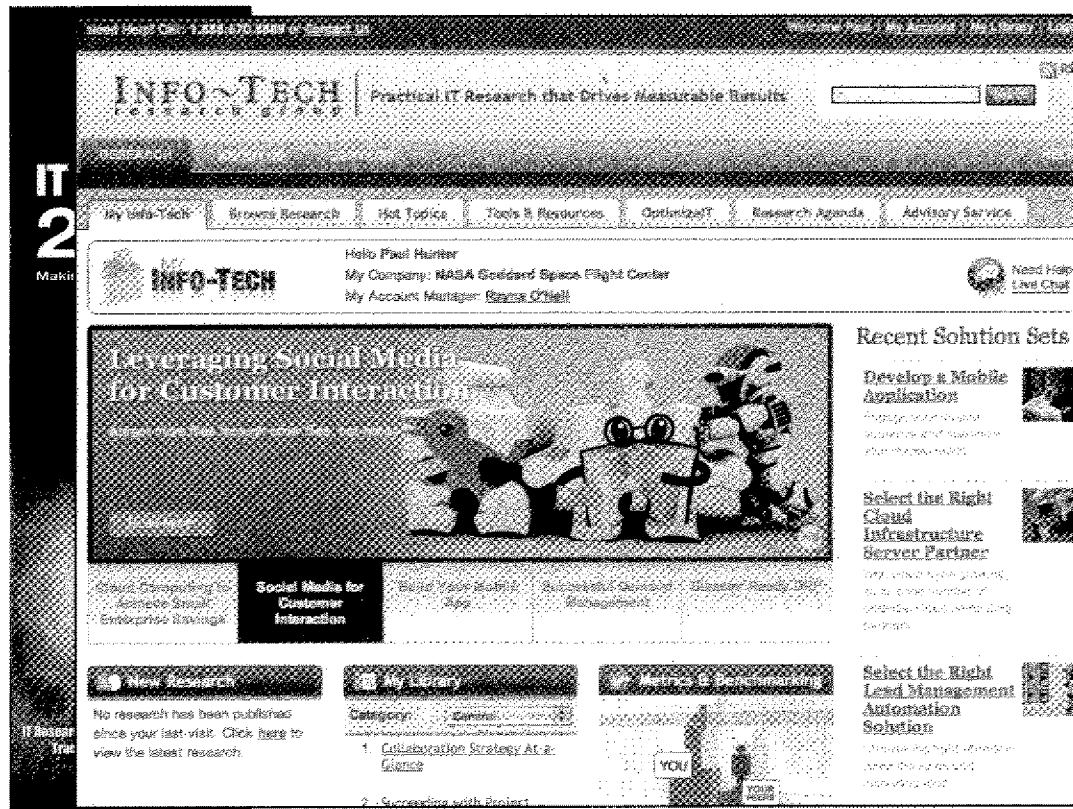
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Info~Tech Research Group

- Coverage
 - » Focused products on IT Infrastructure, IT Applications, and some IT Disciplines (e.g., PPM)
- What we've used most
 - » Templates and MS Office based tools or reusable presentations on a wide variety of topics including: Project Management, Help Desk Consolidation, Data Center Ops, IT Service Management, Job Descriptions, ...
- Recommended to: IT Workers & IT Supervisors
- Take-away: *Very effective for reaching many employees when their products fit your need.*



Society for Information Management

- Coverage
 - » Advanced Practices Council (APC)
 - » Regional chapters for networking
 - » Scholarly publications, deep but narrow range
 - » Regional Leadership Forum (career development)
 - » SIMposium (annual major conference)
- What we've used most
 - » APC (2-3 meetings/year), RLF, SIMposium
- Recommended to
 - » CIOs for APC & promising staff for the RLF program.
- Take-away: *Thorough research, on a small set of topics. RLF very beneficial to one person at a time.*

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Advanced Practices Council



"I keep coming back to the APC because it's an investment of my expertise and that of my company. Many of the projects I have successfully completed at PricewaterhouseCoopers are a direct result of what I learned at the APC."
— Steve Pickett, Vice President, IT & CIO,
PricewaterhouseCoopers

What is the Advanced Practices Council (APC)?

The APC is a forum for senior IT executives who commission exclusive research and share cross-industry perspectives in an intimate, candid atmosphere.

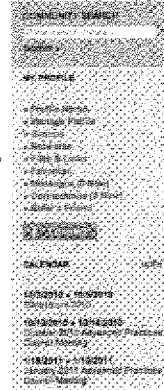
Experience the APC first-hand by coming as a guest to our next meeting, October 13-14, in Philadelphia, PA. Contact Nikki Pastuszak at SIM Headquarters for more information.

Topics for the October 2010 meeting:

- Security management in the age of ubiquitous mobility devices
- Master data management
- Getting business value from social media
- Recent legal development likely to impact CIO decision making

2010 APC Research Topics

- Emerging technologies
- Leading disciplined innovation in good times and bad
- Valuing cloud strategy: linking cloud strategy attributes to business value
- A decision framework for adopting and integrating SaaS into a legacy environment
- Developing customer service applications for smart phones
- Surviving the data deluge: approaches to information management, risk assessment and valuation
- Current status of venture capital funding for software



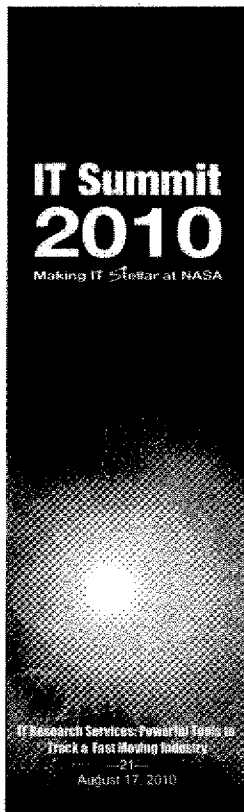
Recommendations

- Assess your needs carefully. Each research service has a very different service model. Their websites help here.
- Explore ways to share or lower the cost. Someone out there may share the expense when that is an option.
- Make sure you read the small print. It can work for you as well as against you.
- When in doubt, ask your Vendor's POC. The answer you get can often surprise you.
- Set up Research Service "gurus or SME's." Not to violate the copyright agreement of course, just have someone who knows what's there.
- After you subscribe, reassess. Get the most out of your investment. Some early enthusiasts will fade, and there will be others who don't know it's there and can use it.

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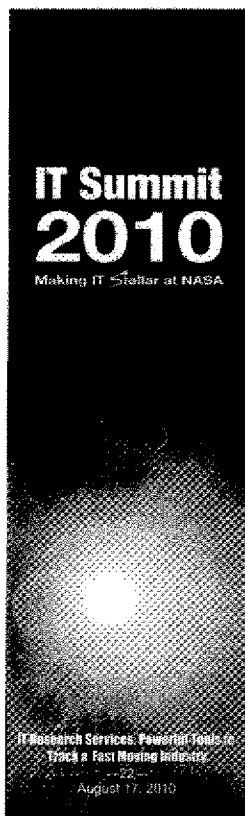
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Thank you for attending

- Questions?
- Contact Information
 - » Paul Hunter
 - » Goddard Space Flight Center, Code 702
 - » Greenbelt, MD 20771
 - » Paul.Hunter@NASA.Gov
 - » 301.286.2000



Backup: URL's for Referenced Research Services

- Corporate Executive Board (N.B., use https)
 - » CIO : cio.executiveboard.com *
 - » Infrastructure: iec.executiveboard.com *
 - » CLC HR: clc.executiveboard.com *
- Forrester: www.forrester.com
- Gartner: www.gartner.com
- InfoTech: www.infotech.com
- SIM: www.simnet.org

* *available now to NASA.Gov*

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CLC Human Resources™

- Coverage: Talent management and HR functions across 17 verticals including the Federal Government
- What we've used most: Change management best practices (actually, we're new to this)
- Recommended to: Leaders, supervisors, managers, and personnel who are supporting Workforce planning/strategy and 'soft skills' training or exercises.
- *Take-away: Based on contributed best practices & available now to NASA employees.*

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CORPORATE EXECUTIVE BOARD
CLC HUMAN RESOURCES

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New at the Council

HR Quarterly News and Trends,
Q2 2010
Action Toolkit: Implementing a
MRO Mentoring Program
E-Learning Module: Why Should I
Care About Employee Engagement?
HR Budget and Efficiency
Benchmarking
Look in Transition: Maximizing
Employee Performance Outcomes
from Organization Redesign
Initiatives
HR Consulting and workforce
surveys through CLC Research
Center

Improve Your Organization Design

Maximize employee performance
outcomes from organization
redesigns

Quick Poll

Does your organization
communicate high-
potential status to high-
potential employees?

☐ Yes
☐ No

[View Results](#)

DISCUSSIONS

Recent Discussions:

NEW! Overseas Travel Allowance posted on 30 June 2010

PROVEN SOLUTIONS

Best Practice Frameworks, Strategic Insight, Project
Management, Diagnostic, Implementation, and
Measurement Resources

Employee Engagement and Retention	Performance Management and Productivity
Employment Value Proposition	Succession Management
High-Potential Employees	Urgent and Emerging Issues

Of Top Interest to My Peers

U.S. Government
Topic Center
Designing a Best-in-Class
Leadership Strategy
Research Brief
Look in Transition:
Maximizing Employee
Performance Outcomes from
Organization Redesign
Initiatives
Full Study
HR Quarterly News and
Trends, Q2 2010
Research Brief
Full Study

HR events are eligible for

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